



THE BULLETIN

Overseas Press Club of America

Published at Headquarters, 1475 Broadway, New York 36, N. Y., LOnacre 4-0174

CABLE ADDRESS: OPCLUBAM

Vol. 9, No. 15

April 10, 1954

WORLD PREMIERE AND FUND-OPC BENEFIT

"OUT OF THIS WORLD"

with LOWELL THOMAS and Lowell Thomas, Jr.

Wednesday, April 14 ---- Guild Theatre, Rockefeller Plaza at 50th
Reception and Tibetan Exhibit: 8:15 PM -- Film program: 8:40 PM
Tickets (proceeds to OPC Correspondents Fund): \$2.75 each

* * * *

"Out of this World", the first color motion picture to reveal the court of the God-King of Forbidden Tibet and the inner mysteries of the sacred city of Lhasa, was filmed by Past President LOWELL THOMAS and his son, Lowell, Jr. on their visit to Tibet several years ago. Now, in an exciting world premiere to benefit the Correspondents Fund, OPCers will have an opportunity to follow the Thomas' journey and visited Inside Tibet.

*** TIP ON COMING EVENT ***

Thursday, April 22 -- Four days before the Geneva Conference begins, Indian Ambassador G.L. Mehta and Harlan Cleveland, executive editor of The Reporter, will discuss the Asian situation at an OPC luncheon at Toots Shor's. **MARK YOUR CALENDAR!**

EUROPE BOUND?

"THE PRESIDENT"—deluxe transatlantic service in luxurious double-decked "Strato" Clippers. Lower-deck lounge. Meals by *Maxim's of Paris*. Berths available at modest charge.

"THE RAINBOW"—thrifty Clipper® tourist service in million-dollar aircraft... yes, the 300-mph Super-6 Clippers used on *The Rainbow* were specially designed and built for this popular service!

*Trade Mark, Reg. U.S. Pat. Off.



More people—by far—fly to Europe on **PAN AMERICAN**

WORLD'S MOST EXPERIENCED AIRLINE

 NEW CONTRIBUTOR: *
 Charlotte Waycott \$5.00 *

 * MEMORIAL BUILDING FUND *
 * Boxscore *
 * Cash..... \$243,373 *
 * Pledged..... 4,380 *
 * TOTAL \$247,380 *
 * Needed 52,247. *

DEAN JENNINGS is completing Barbara Hutton's life story for fall publication by Doubleday ... A lecture at the U.S. Military Academy will be given April 25 by EDWARD R. MURROW, a critic of McCarthy for his dispute with the Army over the handling of Communists ... GLEN NEVILLE has been named editor of the New York Mirror (daily and Sunday) succeeding Jack Lait, Mirror editor since 1936, who died Thursday at his Beverly Hills home. NEVILLE had been executive editor of the Mirror since 1943 ...

MEL MOST, former AP foreign correspondent, has been named mainland public relations director for Rums of Puerto Rico, 600 Fifth Avenue. He's interested in tie-ins with other OPCers in public relations ... Former Time writer and Lever Brothers publicist LUTHER CONANT, Jr., has just opened his own public relations and product publicity firm, Conant and Company, with offices at 40 East 49th Street ... Although PETER KALISCHER of Collier's is doing a story in Bangkok on FAO's wonder fish, Tilapia, the first story on Tilapia broke in a World mag in January, 1954, according to World's feature editor, PERCY KNAUTH ...

* * *

New York World-Telegram & Sun newsman GABRIEL PRESSMAN guested March 28 on WCBS public service program, "Let's Find Out" discussing "What are the Republican chances in New York this year?" ... Appearing on EDWARD R. MURROW's "This I Believe" show over CBS Radio on March 29 was J.P. McEVOY, roving editor for Reader's Digest ... NBC's IRVING LEVINE lectured fortnight ago at Brown University on "What Next in Korea?"

A ribbon and bronze star in recognition of her services as chairman of the editorial committee of the Manhattan Civil Defense Topics for the past three years has just been awarded DOROTHY LINDNER OMANSKY. She is now chairman of the editorial board of CD Topics for Greater New York ... LEO J. MARGOLIN discussed "Public Relations in the Public Interest" as guest lecturer at City College's School of Business Administration March 23 ... Principle speaker at the Convocation at King College, Bristol, Tenn., on April 3 was NBC veteran commentator H.V. KALTENBORN ...

::-::-:-:-::

HENRY PAYNTER has resigned as a vice president and director of Allied Public Relations Associates, Inc., to become general manager of Eastern Highway Transport Conference, Inc., which he organized for Allied clients ... The April Atlantic Monthly includes a piece on American newspaper coverage of British news by ALEX FAULKNER of London's Daily Telegraph ... After a whirlwind lecture tour of Stroudsburg, Chicago, Allentown, Pittsburgh, Newport News, Reading and Montclair, RICHARD THOMAS returned to New York just in time for last week's Annual Awards Dinner ...

GORDON GILMORE, vice president of public relations for Trans World Airlines, left for India last week on a business trip. He'll probably be renewing acquaintances with many OPCers en route through Bombay, New Delhi, Cairo, Rome, Paris, London and Frankfurt ... THOMAS J. DEEGAN, Jr., PR expert for railroader Robert R. Young, covered in the lead piece in the March 27 Editor & Publisher ...

@@@@@@@@@@@

Exiled La Prensa publisher ALBERTO GAINZA PAZ at the Puerto Rico meeting last month of the Inter-American Press Association's board of directors. Also present were HERBERT L. MATTHEWS of the New York Times, Life's ANDREW HEISKELL and ROY W. HOWARD of the Scripps-Howard Newspapers ... JINX FALKENBURG McCRARY the subject of last week's "This Is Your Life" TV profiler. Husband TEX McCRARY got into the act, too, of course ... Explanation of facts, as well as their reporting, was stressed as necessary newspapering in a Patterson Lecture before students of Fordham University's Department of Communication March 18 by TURNER CATLEDGE, New York Times managing editor ...

PAST PRESIDENTS

W.W. CHAPLIN
ROBERT CONSIDINE
JOHN DALY
WILLIAM P. GRAY
BURNET HERSHEY
FRANK KELLEY
LUCIAN S. KIRTLAND
LOUIS P. LOCHNER
EUGENE LYONS
LOWELL J. THOMAS
WYTHE WILLIAMS

OFFICERS

President
J. CLIFFORD STARK

Secretary-treasurer
JOSEPH J. WURZEL

Manager
JAMES V. FOLEY

Vice-Presidents
MARY HORNADAY
A WILFRED MAY
EDWARD R. MURROW

BOARD OF GOVERNORS

JOHN BARKHAM
LAWRENCE G. BLOCHMAN
JOHN GOETTE
HAL LEHRMAN
CORNELIUS RYAN
ANSEL TALBERT

RALPH H. MAJOR, JR.
B. MATHIEU
HERBERT MATTHEWS
MALCOLM MUIR, JR.
WAYNE RICHARDSON
GERALDINE SARTAIN
BRUNO SHAW

ALTERNATES

SANFORD GRIFFITH

LEONARD SMITH

NEW MEMBERSHIP APPLICATIONSACTIVE:

Jules Jerome Bond, U.S. Information Agency. March 1944 to January 1946 with U.S. Army psychological warfare units in ETO; news editor of 12th Army Group broadcasts in Radio Luxemburg; assistant chief editor of all Army publication for occupied Germany including Neue Zeitung Munich. Proposed by WILLIAM S. KONECKY; seconded by LUTHER CONANT, Jr.

Herb Caen, columnist, San Francisco Examiner. ETO from March 1944 to October 1945; coronation of Elizabeth II from May to June 1953 for San Francisco Examiner. Proposed by JOE WILLICOMBE, JR.; seconded by JOHN GOETTE.

Arnaud de Borchgrave, associate editor for foreign reports, Newsweek. European correspondent, Newsweek, from June 1951 to March 1954; UP Associations, London and Brussels, from May 1947 to March 1951; free lancing, Eastern and Central Europe, from November 1946 to May 1947. Proposed by DAVID MURRAY; seconded by HARRY KERN.

Thomas Porter Whitney, foreign desk, Associated Press. Moscow USSR from July 1947 to July 1953 and London from August to October 1953. Proposed by PATRICIA L. HARTWELL; seconded by JOSEPH J. WURZEL.

ASSOCIATE:

John Price Bell, Vice President, Webb & Knapp, Inc. since 1947. New York World-Telegram from November 1942 to March 1944; Worcester Telegram and Gazette, Worcester, Mass. Proposed by J.C. DINE; seconded by J. CLIFFORD STARK.

Carl A. Jones, publisher-president, Press-Chronicle (Johnson City, Tenn.) since September 1950. Proposed by WYTHE WILLIAMS; seconded by HAL BOYLE.

John J. Slocum, press attache, office of U.S. High Commissioner for Germany since March 1951. Proposed by ARTHUR SETTEL; seconded by JOHN F. MOYNAHAN.

AFFILIATE:

Richard S. Boutelle, president Fairchild Engine and Airplane Corporation (Hagerstown, Maryland). Proposed by ANSEL E. TALBERT; seconded by JOHN A. CREEDY.

Myron I. Burnes, The Philadelphia Inquirer, since September 1950. Proposed by STANLEY A. FRANKEL; seconded by CARL BAKAL.

Warren R. Smith, director of public relations, Fairchild Engine and Airplane Corporation (Hagerstown, Maryland). Proposed by ANSEL E. TALBERT; seconded by JOHN A. CREEDY.

SUBLET: Unfurnished modern 4½-room apartment, for 27 months from May 1. Commuting time: 40 minutes to Grand Central. Rent \$138 per month includes heat. Telephone AUSTIN GOODRICH, The Kenilworth, SCarsdale 5-2013.

The Chairman of the Admissions Committee announces the election to membership in the Overseas Press Club of America of the following candidates:

ACTIVE: JOHN KLEM, Editors Press Service, Inc.
MILTON MAC KAYE, free-lance magazine writer.
RAMELLE MACOY, Time, Inc.

ASSOCIATE: MEL CASSON, cartoonist, Chicago Sun-Times Syndicate.
LESTER PETCHAFT, Esquire, Inc.

* * * * *

THE PRESIDENT'S ANNUAL REPORT TO THE MEMBERSHIP

by President J. CLIFFORD STARK

The fiscal year just closed on March 31 has been one of transition and important change, and of solid progress in the development of the Overseas Press Club.

Membership stands at a record high of about 960. The Club's financial position is the strongest in its history. Our new Memorial Press Center home is now undergoing extensive remodeling; delayed beyond original estimates, it is true, but it will be ready for occupancy this summer. Funds are available from the Memorial Building Drive to finance the cost of remodeling with some, though not enough, remaining for furnishings. An efficient professional staff has been organized to operate the Club on a vastly expanded basis in its new club house. And finally, the Club has just staged one of its most successful Awards Dinners with an address of world-wide importance by Secretary of State John Foster Dulles, and an attendance of about 950.

These are only the highlights of a critical year which imposed heavy responsibilities and problems upon your officers and Board of Governors. They have been ably supported by many hard-working, conscientious Chairmen and members of Committees and many of the membership.

The administration of Club affairs has been greatly facilitated by the work of an able Executive Committee which, between meetings of the Board, has met frequently throughout the year to deal with day-to-day problems of an unusual and important nature, on which quick action and decisions were imperative.

Major time and attention of the officers, Executive Committee and Board have centered on the building project which involved far more complications than could be anticipated. Several revisions of plans were necessary both from the standpoint of cost and building regulations. After months of valuable assistance from Mr. Sylvan Bien, the architect who gave his and his staff's services without charge, the advice and assistance of Mr. William Zeckendorf again were solicited in an effort to reduce costs still further. Mr. Zeckendorf, the nationally-known real estate developer who had "found" the property at 35 East 39th St. for the Club, generously offered the services of the Webb & Knapp Staff in making further revisions of the plans, contracting and supervising the entire remodeling project to its completion. This resulted in further savings and a contract of approximately \$96,000. The work got underway a few weeks ago and will be rushed to completion.

Meanwhile, a related problem was the continuance of the Memorial Fund Drive to raise the additional funds necessary for the building project.

It was not possible to maintain the full momentum and success of the early months of the drive in the previous administration, but from May 1, 1953 when the present administration took office, to the end of March this year, the total contributed in the Fund Drive was increased from \$194,000 to \$248,000. Thus, after full payment on purchase of the property (\$102,000), incidental expenses and all costs of the Drive, the Building Fund has in cash approximately \$120,000 with which to finance remodeling and furnishing of the building.

The services of one of the leading interior decorators in the country, Mr. William Pahlmann, were obtained and he has been working for some time on the interior plans and furnishings.

The Club has worked closely with and had the full cooperation of President William P. Gray and the trustees of the Correspondents Fund in all matters relating to the building, of which the Fund is the legal owner.

The Club was able to obtain the services of Mr. James V. Foley, a club manager of long and successful experience in all phases of club operations, as Manager of our Club, and with Richard Stincone, bookkeeper and assistant, and Miss Tina Proscia, we have a professional staff in whom we can have full confidence.

The organization of such a staff well in advance of occupancy of the building was considered of the greatest importance. After a period marked by some trial and error, Mr. Foley was selected from among some fifty club managers considered for the position with our Club.

The business side of the Club, already grown to considerable proportions, becomes much more important in the new club house and requires the continuing attention of a thoroughly trained professional staff.

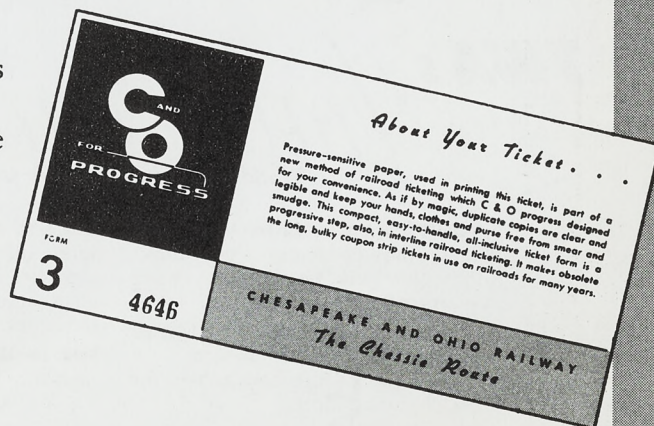
The Membership Committee has been active and, with the aid of the membership, has increased our membership from 803 on May 1, 1953 to about 960 at the end of March. When the membership requirements were changed and liberalized last year, some misgivings were expressed that the character of the Club might be adversely affected. The Membership Committee and Members generally, however, have shown a high degree of selectivity and many of the new members bear names among the most distinguished in journalism.

The strong financial position of the Club treasury is due largely to the dues increase which became effective a year ago, but also to substantial income from initiation fees and increased membership. (Full financial details of the Club will be reported at the Annual Meeting on April 28 by the Secretary-Treasurer.) Though the dues increase was applied at a time when it was expected the new building would be occupied much earlier than was possible, it has enabled the Club to build up a strong reserve to meet the contingencies and uncertainties of operating on a greatly enlarged basis in the new quarters.

The Club is fortunate in having such a reserve as insurance against the risks involved in the new operation and against the possibility of special assessments to meet unexpected expense emergencies. It is for this reason that the Board has considered it essential and

Setting the pace!

NEW TICKET FORM. A new method of railroad ticketing designed by Chesapeake and Ohio Railway Progress, makes obsolete the long bulky coupon strip tickets in use on railroads for many years. Of especial advantage in interline railroad ticketing, Chesapeake and Ohio Railway's new all-inclusive ticket form is compact and easy-to-handle. Pressure-sensitive paper produces clear and legible copies and keeps your hands, clothing, and purse free from smear and smudge.



CHESAPEAKE and OHIO RAILWAY

prudent to maintain the present rate of dues, despite the delay in occupying the building.

In connection with dues, the Club was able, through the able and generous assistance of its counsel and Honorary Member, Mr. FRANK WACHSMITH, to get a ruling from the Treasury exempting our membership dues from the federal club tax of 20% for the time being. Mr. WACHSMITH has rendered and is still rendering other valuable services to the Club in connection with the building project and other important legal matters, all without cost to the Club.

Another important action taken by the Board was to provide for election of Board members for two year terms, six elected in one year and seven the next after this year, to provide stronger continuity within the Board for administration of the increasingly important affairs of the Club. Certain changes also were made in the election procedure, all intended to strengthen the Club.

It is possible to record only a few of the more important and significant actions and events of the year in this brief report.

The usual functions and activities of the Club have been maintained, such as our luncheon meetings, many of which have been highly successful and well attended, cocktail parties, etc. Much credit for these is due Mrs. PATRICIA HARTWELL as Program Chairman. In addition to handling usual program activities, she also took on the major assignment of Executive Chairman of the Dinner Committee. The efficiency and success of the Dinner Committee in organizing and staging this year's dinner are worthy of the highest praise and credit.

I wish to record my thanks and appreciation to all of the officers and Board members, and all other members whose cooperation and support in a difficult period have made possible the progress outlined above. It is a matter of satisfaction to all of us that the Club is in such a strong condition in every way to move forward on the ambitious program on which it is launched to become a force of increasing influence and prestige in international journalism.

#####

Editor and Editorial Board Chairman: RALPH H. MAJOR, JR. Executive Editor: ROBERT L. DUNNE. Special Correspondents: BARBARA WACE (London); CURT L. HEYMANN (Paris); JOSEF ISRAELS II (Vienna); EDMUND STEVENS (Rome); GERHARD STINDT (Berlin); DAVID BOGUSLAV (Manila); MAX DESFOR, GREG MacGREGOR (Tokyo); JOHN WILHELM (Mexico City); JESSIE STEARNS (Washington); JOSEPH Q. RIZNIK, (San Francisco).

Subscription Rates: Free to all members of the Overseas Press Club
Non-Members: \$10 Per Year - Advertising Rates on Request
Copy Deadline: Tuesday PM weekly.



TWA's

Ambassadors to EUROPE!

World's most luxurious air service

NON-STOP TO LONDON AND PARIS
... the most convenient service direct from New York. Leave in the evening—arrive the next morning.

INDIVIDUAL FULL-LENGTH SLEEPER BERTHS for everyone aboard... a full 6½ feet of soft foam rubber for stretch-out comfort.

ONLY 18 BERTHS on each flight assures the most attentive personal service. Enjoy gourmet meals, complete beverage service, flowers for the ladies, luxuries galore.

FOR IMMEDIATE RESERVATIONS see your travel agent or call your nearest TWA office.



Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA